

Message Text

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ARA/PAF FOR NIEBURG; PASS S/PRS

EO 11652: GDS

TAGS: OVIP (KISSINGER, HENRY A)

SUBJECT: MEDIA BACKGROUNDER

REF: NIEBURG/GALLAGHER TELECON FEB. 7

1. PERUVIAN MEDIA LARGELY CONTROLLED AND/OR DOMINATED BY
GOP. NATIONAL CIRCULATION DAILIES, WHICH WERE EXPROPRIATED
BY GOP AND ASSIGNED TO VARIOUS SECTORS OF SOCIETY IN 1974,
EACH HAS BOARD ELECTED BY AN ASSIGNED SECTOR, BUT POLICY-
MAKING RESIDES IN GOP-APPOINTED DIRECTOR. GOP COMPLETELY
CONTROLS ONE OF NATION'S TWO TV NETWORKS AND HAS 65 PERCENT
CONTROLLING INTEREST IN TV PRODUCTION OF SECOND NETWORK
WHILE OWNING 51 PERCENT OF MAJOR CHANNELS INVOLVED IN SECOND
NETWORK. GOP ALSO HAS OWN "RADIO NACIONAL" AND RIGHT TO
OWNERSHIP OF 25 PERCENT OF ANY RADIO STATION, A RIGHT WHICH
HAS BEEN EXERCISED IN SOME MAJOR STATIONS. IN PRACTICE,
THIS 25 PERCENT INTEREST IS SUFFICIENT TO GIVE GOP DOMINANT
VOICE. GENERAL SUPERVISION AND CONTROL OF MEDIA
RESIDE IN GOP'S CENTRAL INFORMATION OFFICE HEADED BY
GENERAL VILLALOBOS. THERE IS NO CENSORSHIP BOARD,
BUT GOP DOMINATION OF MEDIA VIRTUALLY SERVES SAME PUR-
POSE. GOP OFFICIALS, HOWEVER, CLAIM THAT SECTORIZED
PRESS IS FREE "WITHIN THE PARAMETERS OF THE REVOLUTION",
A PHRASE WHICH APPEARS IN THE PRESS LAW. IN FACT, AT
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TIMES THE GOP APPARENTLY DOES HAVE DIFFICULTY IN CONTROLLING

THE SECTORIZED PRESS, PARTICULARLY "EXPRESO" AND "CORREO".

2. MOST INTERESTING ASPECT OF MEDIA IS SO-CALLED "SECTORIZED PRESS", WITH MAJOR DAILIES ASSIGNED AS FOLLOWS: "EL COMERCIO", PEASANT SECTOR: "LA PRENSA", LABOR COMMUNITIES; "CORREO", PROFESSIONAL SECTOR; "OJO", CULTURAL SECTOR; "EXPRESO", EDUCATIONAL SECTOR; AND "ULTIMA HORA", MUTUAL ORGANIZATIONS. "LA CRONICA" IS ASSIGNED TO GOP'S CENTRAL INFORMATION OFFICE AND AS SUCH IS GOP PRESS ORGAN. WITHIN SECTORIZED PRESS SOME SHADING OF VIEWPOINTS EXISTS, WITH COLORATION VARYING FROM MODERATE LEFT TO FAR LEFT. FARTHEST LEFT IS "EXPRESO", STRONGLY ANTI-U.S. AND PRO-COMMUNIST. "CORREO" IS NOT FAR BEHIND "EXPRESO" IN ITS ANTI-U.S. STANCE. NOR IS "ULTIMA HORA". MOST MODERATE ARE "EL COMERCIO", "LA PRENSA", AND "OJO". GOP'S "LA CRONICA" IS GENERALLY FARTHER LEFT THAN "EL COMERCIO", "LA PRENSA", AND "OJO" BUT NOT NEARLY SO FAR LEFT AS "EXPRESO" AND "CORREO. CIRCULATION FIGURES FOR SECTORIZED DAILIES ARE UNRELIABLE, BUT "LA PRENSA", "EL COMERCIO", "OJO", AND "EXPRESO" ALL PROBABLY WITHIN 100,000 RANGE, AND POSSIBLY "CORREO" TOO. MIDDLE CLASS PREFERS READ "EL COMERCIO" AND "LA PRENSA", WHILE WORKING CLASS FAVORITE IS "EXPRESO".

3. LATEST MEDIA DEVELOPMENTS INCLUDE OP ASSIGNMENT OF NEWSPRINT QUOTAS TO PUBLICATIONS AND RECENT PROHIBITION OF IMPORTATION CERTAIN FOREIGN PUBLICATIONS CONSIDERED BY GOP AS ALIENATING, FRIVOLOUS, OR IMMORAL. NEWSPRINT QUOTAS ASSIGNED THUS FAR APPEAR BASED ON NEED RATHER THAN POLITICAL CONSIDERATIONS.

4. IN ADDITION TO DOMINANT SECTORIZED PRESS, PERU NOW HAS SMALL INDEPENDENT PRESS OF GROWING INFLUENCE. INDEPENDENT PRESS WAS THEORETICALLY PERMITTED EXIST AFTER VELASCO REGIME EXPROPRIATED NATIONAL CIRCULATION DAILIES, BUT IN REALITY INDEPENDENT PRESS DISAPPEARED AS VELASCO GOVERNMENT GRADUALLY CLOSED PRACTICALLY ALL SUBSTANTIVE MAGAZINES AND WEEKLY NEWSPAPERS AND DEPORTED LEADING INDEPENDENT JOURNALISTS, MOST NOTABLE OF WHOM WERE "CARETAS" MAGAZINE DIRECTOR ENRIQUE ZILERI AND "OPINION LIBRE" WEEKLY NEWSPAPER DIRECTOR ARTURO SALAZAR LARRAIN. THESE TWO DEPORTEES WERE GIVEN IAPA

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AWARDS THIS YEAR, AND ZILERI ALSO WON MARIA MOORS CABOT AWARD. AFTER MORALES BERMUDEZ ASSUMED POWER, INDEPENDENT PRESS WAS AGAIN PERMITTED. ALL DEPORTEES, EXCEPT ZILERI, WERE ALLOWED TO RETURN. PRESENT LEADING INDEPENDENT PRESS ARE WEEKLY NEWSPAPERS "EL TIEMP" AND "OPINION LIVRE", ALONG WITH MAGAZINES "EQUIS-X", "OIGA", AND "MARKA". LATTER IS FAR LEFT, WHILE FORMER TWO ARE MODERATE. GOP PROBABLY DOES NOT LINE ANY OF THESE INDEPENDENT PUBLICA-

TIONS BUT PERMITS THEM TO CONTINUE.

5. A. DOMINANT SECTORIZED PRESS PLAYS UP PERU AS AN "ANTI-IMPERIALIST" LEADER OF THRID WORLD AND PORTRAYS GOP AS REVOLUTIONARY MILITARY GOVERNMENT PROMOTING A "PARTICIPATORY SOCIETY" UNDER PERUVIAN VARIETY SOCIALISM. SECTORIZED PRESS FREQUENTLY USES GOP LINE THAT PERU IS "NEITHER COMMUNIST NOR CAPITALIST". WHEN PERU EMERGES FROM ANY DISPUTE, PRESS CAN BE COUNTED UPON TO SUE HEADLINE: "ANOTHER TRIUMP FOR PERU".

B. ON ANGOLA ISSUE PRES, WHICH AT FIRST POINTEDLY IGNORED ANY REPORTS OF CUBAN AND/OR SOVIET PARTICIPATION, NOW REPORTS SUCH PARTICIPATION BUT GENERALLY SUPPORTS MPLA.

C. NEWS COVERAGE OF DETENTE HAS BEEN STRAIGHT AND EDITORIALIZING GENERALLY FAVORABLE ALTHOUGH DEMONSTRATING INCREASING AWARENESS OF PROBLEMS FACING DETENTE.

D. ON PANAMA QUESTION PRESS UNSWERVINGLY SUPPORTS PANAMANIAN POSITION AND HAS BEEN HIGHLY CRITICAL OF UNTSO PRESENCE THERE. CUBA RECEIVES FAVORABLE COVERAGE BUT THERE ARE OCCASIONAL INDICATIONS OF GOP'S TAKING A HAND IN LOWERING THE MEDIA PROFILE OF CUBA. ON ONE RECENT OCCASION GOP, HOWEVER, PROBABLY INTERCEDED IN KEEPING AN UNFAVORABLE STORY ABOUT CUBA OUT OF SECTORIZED PRESS. INDEPENDENT PRESS CARRIED STROZIWITHOUT ANY GOP REPRISAL. STORY DEALTH WITH VANDALISM BY CUBAN SAILORS ON SHORE LEAVE IN SMALL PERUVIAN PORT CITY.

E. THE PRESS HAS REFLECTED GOP'S CAUTION IN DEALING WITH ZIONISM ISSUE.

F. PRESS HAS BEEN CAUTIOUS IN DEALING WITH BOLIVIAN CORRIDOR TO SEA. IN FACT, PRESS ALWAYS CAUTIOUS IN DEALING WITH ANY ISSUE INVOLVING POSSIBLE TENSIONS BETWEEN CONFIDENTIAL

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CHILE AND PERU.

G. PRESS HAS CONTINUALLY HARPED ON CIA ISSUE. SOME PAPERS ATTRIBUTED RIOTS OF FEBRARY 5, 1975 TO CIA. "EXPRESO" RECENTLY RESURRECTED THIS CHARGE.

6. PERUVIAN MEDIA ATTITUDE TOWARD U.S. AND U.S. FOREIGN POLICY GENERALLY CRITICAL. AS THIRD WORLD SOCIALIST-ORIENTED SPOKESMEN, MEDIA LEADERS BELIEVE THEY MUST BE "ANTI-CAPITALIST" AND "ANTI-IMPERIALIST". THEY CONSIDER CAPITALISM IS DECAYING AND FREQUENTLY COMMENT ON DARK SIDE OF U.S. ECONOMIC PICTURE, EXPECIALLY HIGH UNEMPLOYMENT RATES. ALSO COMMENT ON U.S. CRIME PROBLEM AS ADDITIONAL EVIDENCE OF DECAYING SOCIETY. THERE IS RESPECT AND/OR ADMIRATION OF MUCH ABOUT U.S. IN SCIENCE, TECHNOLOGY, EDUCATION, AND CULTURE. ONLY LIMITED UNDERSTANDING, HOWEVER, OF U.S. SEPARATION OF POWERS

DOCTRINE. CONGRESSIONAL LEGISLATION VIEWED AS RESTRICTIVE BY PERUVIANS IS MORE LIKELY TO BRING A MEDIA ATTACK UPON THE PRESIDENT OR THE DEPARTMENT OF STATE THAN ON CONGRESS.

7. MEDIA STEER CLEAR OF MENTIONING ACT OF NO ELECTIONS IN PERU. ALSO AVOID CONCENTRATING ON FACT LITTLE CIVILIAN REPRESENTATION AT CABINET LEVEL. ARE CAUTIOUS ON ALL IMPORTANT ISSUES AFFECTING CHILE. AVOID ANY UNDUE PRAISE FOR BRAZIL. VISITORS HERE SHOULD BE AWARE OF THESE MEDIA ATTITUDES.

8. MEDIA PLAYED ANNOUNCEMENT OF KISSINGER VISIT WITH VARYING IMPORTANCE. PRINCIPAL TV NEWS SHOW GAVE IT HEAD-LINE TREATMENT AND BACKED ANNOUNCEMENT WITH SEVERAL MINUTES OF FILM FOOTAGE ABOUT KISSINGER. FOUR MORNING DAILIES CARRIED ANNOUNCEMENT AS FRONTPAGE STORY, WHILE "CORREO" DID NOT MENTION IT EVEN ON INSIDE PAGES. "LA CRONICA" CARRIED IT ON PAGE FOUR. FAR LEFT "EXPRESO" GAVE MOST PROMINENT PLAY.

9. IT APPEARS AT THIS STAGE THAT KISSINGER'S VISIT WILL BE TREATED WITH FRIENDLY AND CORDIAL INTEREST BY THE MEDIA, AND WE ANTICIPATE HEAVY FRONTPAGE COVERAGE TO THE VISIT.

10. PLEASE ADVISE IF ADDITIONAL BACKGROUND REQUIRED AND WILL SUPPLY.
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